

Local Business Ads

+

Store Traffic

Connect With Your Local Audience

If you have a local brick and mortar business, Facebook has some great options for you to target your nearby audience!

Facebook's local business promotions are a great way to quickly and easily find a new group of customers by showing your ads to people who are near your businesses address, city, state or country!

Page Settings

Search Page Settings

- General
- Messaging
- Page Info**
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- Diversity Info
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram



Location

Each field must be updated independently

Address
Coursenvy HQ

City
Los Angeles, CA

ZIP Code
90210

Map Location



The map shows your Page's location as a street. Is there a more accurate location?

- ☐ My Page doesn't have a location
- ☐ Customers visit my business at my street address (unchecking this box will hide the address from your Page)

Additional Location Details Optional

Service Area

Service Area

Navigate to:
Page Info

Scroll down to:
Location → edit your
Address

My highest ROI ads for clients with local brick and mortar businesses are **REACH** and **STORE TRAFFIC** objective campaigns.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☒ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	



Store traffic
Show your ad to people most likely to visit your physical stores when they're near them. [Learn More](#)

Running Store Traffic Ads in Areas Affected by COVID-19

Close ✓ All edits saved [Next](#)

You can target your local business location (down to a varying mile radius) via the **LOCATIONS** option under the AD SET level for every type of campaign.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences

[Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

Los Angeles, California + 25mi ▼

Include ▼ Search Locations

Current city only

✓ Cities within radius ⓘ

10 50 25 mi

Browse

Drop Pin

Add Locations in Bulk

Age
18 - 65+

Gender
All genders

[Close](#) ✓ All edits saved

Audience Definition

Your audience is defined.

Potential Reach: 8,600,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

You can target users around your business address, city, state, or country.

Reach

Reach objective campaigns show your ad to the maximum number of people.

Think of Reach ads as LITERALLY reaching out and touching everyone in your neighborhood. These ads are perfect for local businesses promoting an offer to local customers!

On the AD SET
level, you will
select your
Facebook Page for
this Reach
campaign.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Page
Choose the Facebook Page you want to promote.

Facebook Page

 Coursevny

Dynamic Creative Off
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Budget & Schedule

Start Date

Sep 18, 2020 2:14 PM
Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) Use Saved Audience

Custom Audiences [Create New](#)

Search existing audiences

Locations

✓ All edits saved

Audience Definition

Your audience is defined.

Potential Reach: 8,600,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Then we will set the target location for the area of potential customers we want to reach.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▼

Custom Audiences

[Create New](#) ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location ▼

United States

Los Angeles, California + 25mi ▼

Include ▼ Search Locations

Current city only

✓ Cities within radius ⓘ

10 50 25 mi

Los Angeles, San Bernardino, Riverside, Long Beach, Irvine, Palm Sp

Drop Pin

Add Locations in Bulk

Age
18 - 65+

Gender
All genders

[Close](#) ✓ All edits saved

Audience Definition

Your audience is defined.

Potential Reach: 8,600,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Next we will select our demographics and detailed targeting at the AD SET level.

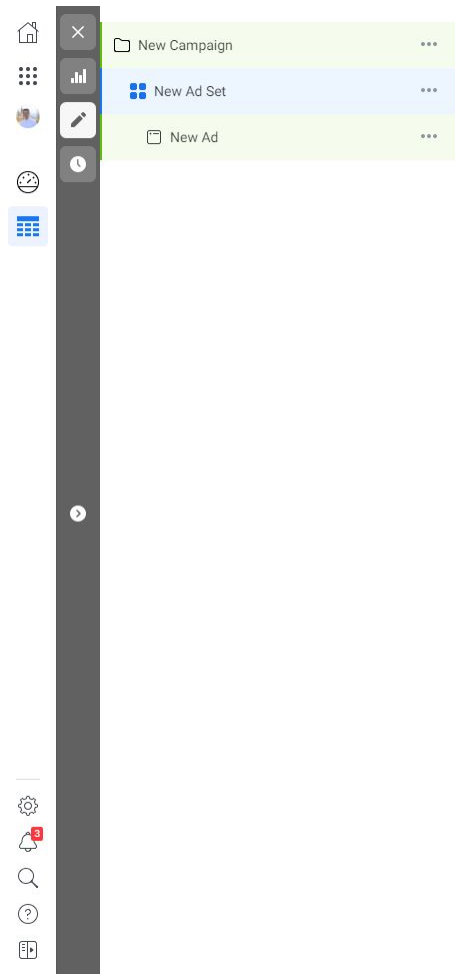
One of my clients is a coffee shop, so we won't even select anything here! We want our ad to reach **EVERYONE** in a **1 mile radius** (i.e. walking distance) to come claim our daily promo (AD COPY = "FREE cup of coffee! TODAY ONLY!").

The screenshot shows the Facebook Ads Manager interface for a new ad set. The breadcrumb trail at the top reads: "New Campaign > New Ad Set > 1 Ad". On the left sidebar, the "New Ad Set" option is highlighted. The main content area is titled "Locations" and includes a dropdown menu set to "People living in or recently in this location". Below this, the location is set to "United States" with a specific address "8687 Melrose Ave, West Hollywood, California, U..." and a radius of "+ 1mi". A red arrow points to the "+ 1mi" radius. Below the address, there is a map showing the location in West Hollywood, with a blue circle indicating the 1-mile radius. The map includes labels for "WEST HOLLYWOOD", "BEVERLY GROVE", "FAIRFAX", and "PARK LA BREA". Below the map, there are sections for "Age" (set to "18 - 65+"), "Gender" (set to "All genders"), and "Detailed Targeting" (set to "Include people who match"). The "Detailed Targeting" section includes a search bar for "Add demographics, interests or behaviors" and a "Show More Options" link. At the bottom, there is a "Close" button and a green checkmark indicating "All edits saved".

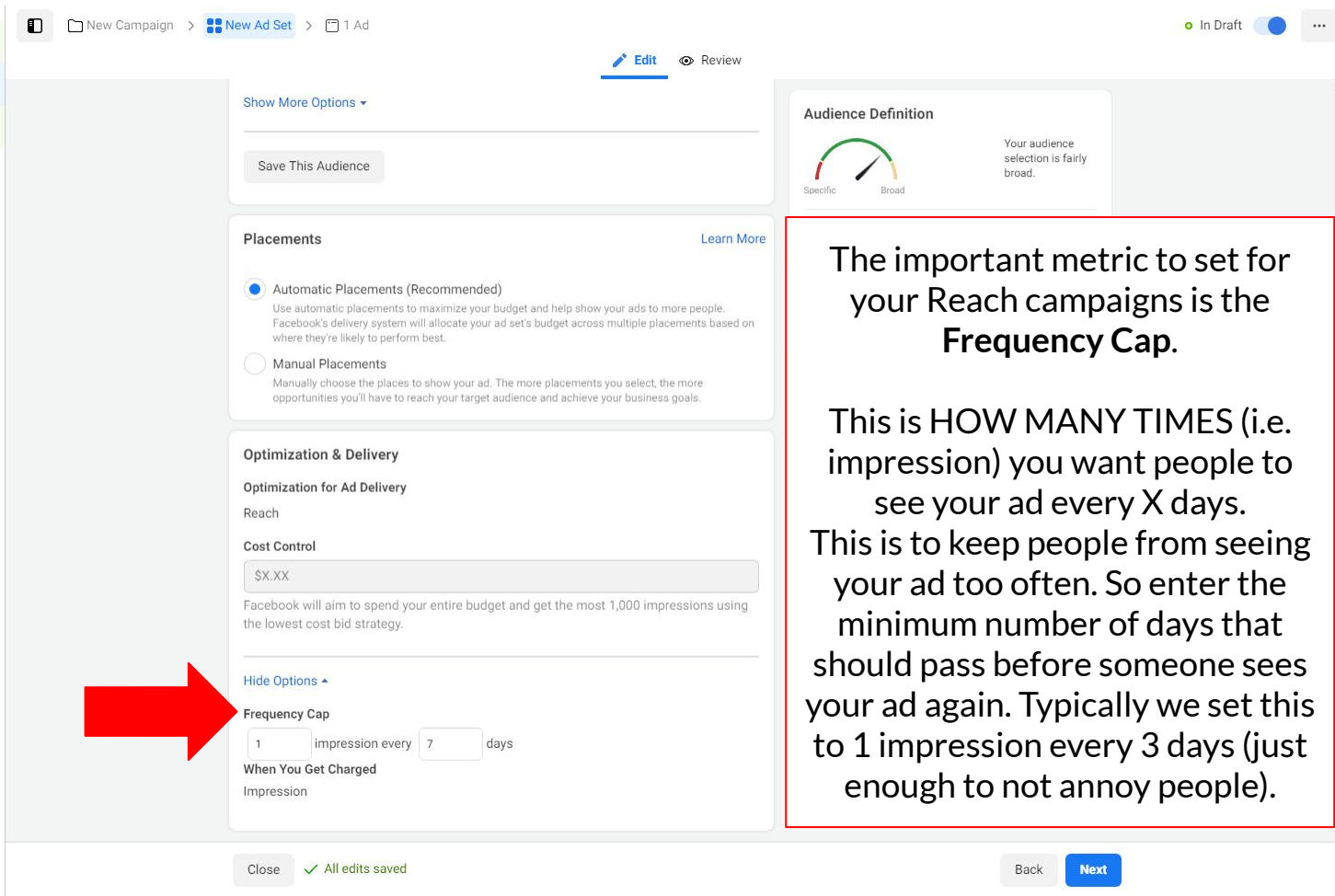
The screenshot shows the "Audience Definition" and "Estimated Daily Results" sections of the Facebook Ads Manager interface. The "Audience Definition" section includes a gauge showing the audience selection is "fairly broad" (between "Specific" and "Broad"). Below the gauge, the "Potential Reach" is listed as "120,000 people". A red arrow points to the "Potential Reach" text. The "Estimated Daily Results" section states: "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets." At the bottom of the interface, there are "Back" and "Next" buttons.

But if you know your target market is only women (i.e. a salon for women), don't waste ad spend on men!

Target your **BROADEST KNOWN** audience possible, like this example: 18-65+, no targeting, all genders, 1 mile radius of business address.



The sidebar contains icons for Home, Campaigns, Ad Sets, Ads, Reporting, and a search icon. Below these are icons for a gear (settings), a bell (notifications), a magnifying glass (search), a question mark (help), and a document icon (saved items).



The page shows the configuration for a new ad set. The breadcrumb trail is: New Campaign > New Ad Set > 1 Ad. The top right shows 'In Draft' status and 'Edit'/'Review' buttons. The main content area has sections for 'Audience Definition', 'Placements', 'Optimization & Delivery', and 'Frequency Cap'. A large red arrow points to the 'Frequency Cap' section, which is currently set to '1 impression every 7 days'. The bottom of the page has a 'Close' button and a green checkmark indicating 'All edits saved'. On the far right, there are 'Back' and 'Next' buttons.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

[Show More Options](#)

[Save This Audience](#)

Audience Definition

Your audience selection is fairly broad.

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Reach

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most 1,000 impressions using the lowest cost bid strategy.

[Hide Options](#)

Frequency Cap

1 impression every 7 days

When You Get Charged

Impression

[Close](#) [Next](#)

✓ All edits saved

The important metric to set for your Reach campaigns is the **Frequency Cap**.

This is HOW MANY TIMES (i.e. impression) you want people to see your ad every X days. This is to keep people from seeing your ad too often. So enter the minimum number of days that should pass before someone sees your ad again. Typically we set this to 1 impression every 3 days (just enough to not annoy people).

One of my best performing Call To Action buttons for local business ads is...

Get Directions!

This uses your Facebook Page address and adds a link to a map so people can tap your ad to get directions to your business.



Call Now is the second most common CTA I use successfully for my local business clients (such as dentists or other schedule oriented businesses).

New Campaign > New Ad Set > New Ad

Edit Review

Preview On

11 Placements

Facebook Feeds

Coursenvy Sponsored

modMBA

COURSENVY.COM
Coursenvy | Free Online Courses | Google +...

GET DIRECTIONS

Like Comment Share

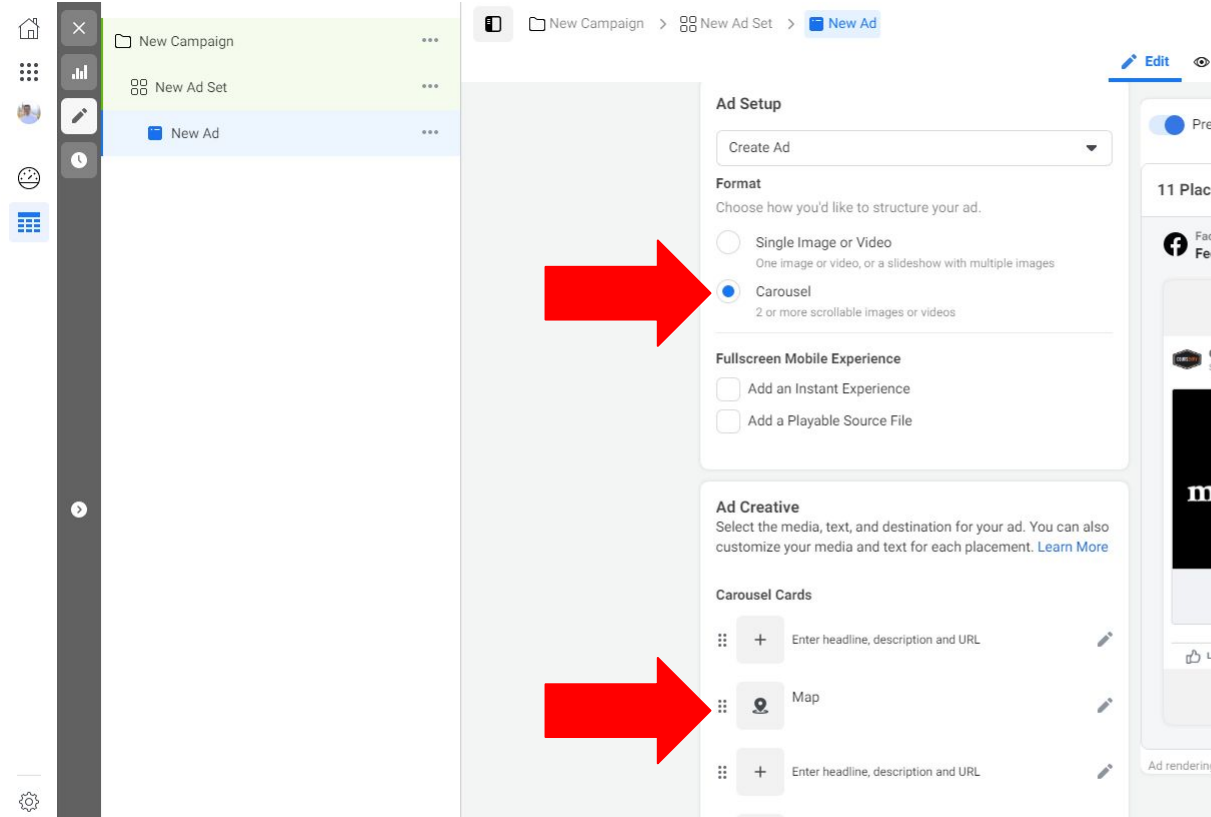
Ad rendering and interaction may vary based on device, format and other factors.

Advertising Guidelines.

Back Publish

Carousel Format → Map Card

Another Facebook feature I see great results from for my clients with local businesses, are Carousel formatted ads including a **MAP CARD**.



Check the box next to the “add a map card” option to show a map of your business location.

I usually select the Map Card as the #2 “card position” as I want to use a branded, attention grabbing image or video for the #1 card position.

Use the CTA button “Get Directions”.

New Campaign > New Ad Set > New Ad

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

- ☐ + Enter headline, description and URL
- ☒ Map
- ☐ + Enter headline, description and URL
- ☐ + Enter headline, description and URL

+ Add Media

Edit Placement

- ☐ Select a placement to edit
- ☐ Automatically show the best performing cards first
- ☒ Add a card at the end with your Page profile picture
- ☒ Add a map card showing your nearest stores ⓘ

Primary Text

Tell people what your ad is about

See More URL

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

11 Placements

Facebook Feeds

Coursenvy shared a link. Sponsored

modMBA

1019 E 4th

GET DIRECTIONS

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Store Traffic

The second most common campaign objective I use for local business owners is the Store Traffic objective.

The store traffic objective is available to any business with **multiple physical stores**, restaurants, dealerships or other places of business. You can use this objective to reach people within a set distance of each of your locations and help them find or contact the location closest to them.

Store Traffic

https://business.facebook.com/business_locations

➤ Navigate your Store Locations page

facebook

Store Locations

+ Add Stores

Stores

Issues

Store Sets

Data Sources

Stores

Search stores

Add Stores Edit Stores Remove Stores Create Store Set Download Stores

Columns Filter

	Store ID	Name	Full Address	Phone	Store Status	Services Available
☐	1	Coursenvy (Arts District)	1019 E 4th Place, Los Angeles, CA 90013	(323) 300-4885	Open	—

Select your Facebook Business Page and then click the **Add Stores** button to add your Store Locations.

Coursenvy

Stores

In order to create Store Locations, you will need to create a MAIN PAGE. This just means your original Facebook Page you create will stay the main branded page, but this Business Locations option will just clone your main page with the varying location addresses you add, creating LOCATION PAGES.

 Business Locations

Search business

 Justinmarkob







Ads Manager Coursenvy Is...



Create Your Main Page

All your locations will be managed through this Page.

Ads Manager Coursenvy Is The Top Digital Marketing Agency will become the main Page for your business. You'll be able to create a page for each location, so your customers can find information like opening hours, contact details, reviews and directions for the store that's nearest them.

This Page has an existing address

In order to create Store Locations, you will need to create a MAIN PAGE. This just means your original Facebook Page (@BrandName) you create will stay the main branded page, but this Store Location page will just clone your main page with the varying location addresses you add, creating LOCATION PAGES (i.e. @CoursenvyLosAngeles).



Create Your Main Page
All your locations will be managed through this Page.

Ads Manager Coursenvy Is The Top Digital Marketing Agency will become the main Page for your business. You'll be able to create a page for each location, so your customers can find information like opening hours, contact details, reviews and directions for the store that's nearest them.



This Page has an existing address
Your main Page should represent your whole brand, not a specific store or location, so it can't have an address.
Coursenvy HQ
Los Angeles
California 90210

We'll remove this address when you make your main Page. If you want your customers to find you by this address, make a new location Page once this step is complete.

☐ Remove address and make **Ads Manager Coursenvy Is The Top Digital Marketing Agency** my main Page

Previous

Next

Store Traffic → Add Locations

- Click the **Add Stores** button.
- Select if you want to manually add Stores (if you have a store franchise like Starbucks with MANY locations, select the “Add Multiple Stores” option).

The screenshot shows the Facebook 'Store Locations' interface. On the left, a sidebar lists 'Store Locations', 'Add Stores', 'Stores', 'Issues', 'Store Sets', and 'Data Sources'. The main area is titled 'Stores' and contains a search bar, an 'Add Stores' button (highlighted with a red arrow), and an 'Edit Stores' button. Below the buttons is a table with columns for 'Name' and 'Coursevny (Arts District)'. A modal window titled 'Add Your Stores' is open, showing four options: 'Add Manually' (selected), 'Add Multiple Stores', 'Connect via API', and 'Connect a Page'. Each option has a description and a 'Learn More' link. At the bottom of the modal are 'Back' and 'Next' buttons.

facebook
Store Locations

+ Add Stores

Stores

Issues

Store Sets

Data Sources

Stores

Search stores

Add Stores Edit Stores Remove

Name

Coursevny (Arts District)

Add Your Stores

Choose how you want to enter your store details.

- Add Manually**
Fill out a form for each store that you add.
Recommended if you only want to add a few stores. [Learn More](#)
- Add Multiple Stores**
Use a spreadsheet to add multiple stores at once.
Recommended for more than 10 stores. [Learn More](#)
- Connect via API**
Use our API to automatically add your store details.
Recommended for developers.
- Connect a Page**
Connect an existing store Page to your main Page to import its store details.
Recommended for stores that already have a Facebook Page. [Learn More](#)

Back Next

Complete your
Store Details.

The “Location
descriptor” is how
your Facebook
Page will be
identified in ads, so
use a relevant
name.

Add or Update Your Store Details

Store Information

Name
Coursenvy

Store ID
1

Location descriptor
Arts District

[Revert to default](#)

Street address *
1019 E 4th Place

City/Town *
Los Angeles

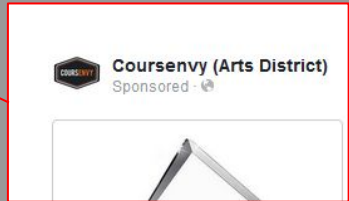
Postal Code
90013

Phone number *
+13233004885

Wi-Fi network
Enter Wi-Fi network name



Cancel Save



facebook

Store Locations

+ Add Stores

Stores

Issues

Store Sets

Data Sources

Stores

Search stores

Add Stores Edit Stores Remove

	Store ID	Name
☐	1	Coursenvy (Arts District)

Phone

Store Status

Services Available

(323) 300-4885

Open

—

Columns Filters

Your Personal Ad Account Ju...

1 store

Cancel Save

Now come back to your Ads Manager and create a Store Traffic objective campaign.

On the AD SET level under Stores, select the Create a New Store Set option.

Facebook Ads Manager interface showing the "New Ad Set" configuration page. The breadcrumb trail indicates the path: New Campaign > New Ad Set > 1 Ad. The page is in "In Draft" status.

Ad Set Name: New Ad Set

Page: Choose the Facebook Page you want to promote.
 Coursenvy (1 Store)

Stores:
 Page: Coursenvy
 Store Sets:
 Create a New Store Set

Offer: Off
 Drive more conversions by creating an offer people can save and get reminders about.
 [Learn More](#)

Budget & Schedule:
 Start Date: Sep 18, 2020 4:09 PM (Pacific Time)
 End - Optional:
 ☐ Set an end date
 [Show More Options](#)

Estimated Daily Results:
 Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Buttons: Edit, Review, Back, Next, Close, All edits saved.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Create or Update a Store Set

1 Choose stores 2 Define area 3 Confirm

Search Enter an address, city, or town to search for stores [Bulk Add](#) [Browse](#)

- United States (1 store)
 - California (1 store)
 - Los Angeles (1 store)
 -  [1019 E 4th Place, Los Angeles, CA 90013](#) [Add](#)

0 stores selected

[Continue](#)

Start Date
Sep 18, 2020 4:09 PM
Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

[Close](#) [All edits saved](#)

[Back](#) [Next](#)

Estimated Daily Results
Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Search or browse for your store locations you just added.

Click the “Add” link next to all the Stores you want to promote in this campaign.

Then click the Continue button.

Next select your targeting radius around your store. I see the best results from the FIXED RADIUS option as store owners typically know their maximum customer reach in their city (i.e. how far away is their current customer base after reviewing customer addresses (typically under 10 miles)).

Now just name
your Store
Location Set and
click Create.



Create or Update a Store Set

Choose stores Define area Confirm

Summary
Country: United States
Stores: 1 of 1 selected
Targeting Area: Fixed radius (9 miles)

☒ Save this store set to use in future campaigns

Name LA 9 mile radius

Back Create

Estimated Daily Results

Your audience targeting is incomplete. Select at least one location, or choose a Custom Audience.

Budget & Schedule

Start Date

Sep 18, 2020

4:09 PM

Pacific Time

End - Optional

☐ Set an end date

Show More Options

Close All edits saved

Back

Next

Now finish creating your local Store Traffic campaign.

Notice you can't edit the Location under the AUDIENCE section because we just set this under the STORES section.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Offer Off
Drive more conversions by creating an offer people can save and get reminders about.
[Learn More](#)

Budget & Schedule

Start Date
Sep 18, 2020 4:09 PM
Pacific Time

End · Optional
☐ Set an end date

[Show More Options](#)

Audience

[Create New Audience](#) Use Saved Audience

Custom Audiences [Create New](#)

Search existing audiences

Exclude

Locations
You're targeting a group of stores.
[Target a geographical area instead](#)

Age
18 - 65+

Gender

Close ✓ All edits saved

Back [Next](#)

PRO TIP:
Split test a "Store Traffic" campaign with and without an Offer enabled.

At the AD level,
select if you want
your ad to appear
as the **MAIN**
Facebook Page or
the **LOCAL**
Facebook Page.

New Campaign > New Ad Set > **New Ad**

Edit Review

Ad Name
New Ad

Identity

Facebook Page
Coursenvy

Instagram Account
coursenvy

Ad Voice

☒ Main Page
☐ Local Pages

Ads will be delivered for locations with the following options on Facebook placements

- Main Page name
- Clicks on ad will take people to Main Page
- Likes and comments will appear on the post
- Directions, phone numbers, etc. will be for Local Page

Ad Setup

Format
Choose how you'd like to structure your ad.

☒ Single Image or Video
One image or video, or a slideshow with multiple images

☐ Carousel
2 or more scrollable images or videos

☐ Collection

Ad Preview Destination Preview ☒ Preview On

5 Placements

Facebook Feeds

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ☒ All edits saved

Back **Publish**

The **MAIN** Facebook Page option will just brand your ads as your original Facebook Page.

For example, **Coursenvy**.

The **MAIN** Facebook Page option will just brand your ads as your original Facebook Page.

For example, **Coursenvy**.



New Campaign >

New Ad Set >

New Ad

Edit

Review

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Voice

Main Page

Local Pages

Ads will be delivered for locations with the following options on Facebook placements

• Main Page name

• Clicks on ad will take people to Main Page

• Likes and comments will appear on the post

• Directions, phone numbers, etc. will be for Local Page

Ad Setup

Format

Choose how you'd like to structure your ad.

Single Image or Video

One image or video, or a slideshow with multiple images

Carousel

2 or more scrollable images or videos

Collection

Ad Preview

Destination Preview

Preview On

5 Placements

Facebook Feeds

Coursenvy

Sponsored

modMBA

COURSENVY.COM

Coursenvy | Free Online Courses | Google +...

SEND MESSAGE

Before visiting this business, check [local guidelines](#) on staying at home to prevent the spread of COVID-19.

Like

Comment

Share

Feeds

modMBA

modMBA

modMBA

Stories

modMBA

modMBA

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close

All edits saved

Back

Publish

While the **LOCAL** Facebook Pages option will just brand your ads as the Local Facebook Page for each targeted area.

For example, **Coursenvy (Arts District)**.

New Campaign > New Ad Set > New Ad

Edit Review

In Draft

Ad Name
New Ad

Identity

Facebook Page
Coursenvy

Instagram Account
coursenvy

Ad Voice

☐ Main Page

☒ Local Pages

Send Message isn't available when you use local Pages as your ad voice.

Use the default, Get Directions, or choose another call-to-action button.

Ads will be delivered for locations with the following options on Facebook placements

- Local Page name
- Clicks on ad will take people to Local Page
- Likes and comments will appear on the post, filtered by the closest page
- Directions, phone numbers, etc. will be for Local Page

Ad Setup

Format

Choose how you'd like to structure your ad.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Preview On

5 Placements

Facebook Feeds

Coursenvy (Arts District) Sponsored

modMBA

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors.

Back Publish

One more cool feature about Store Traffic campaigns is the **auto-fill field** option you can add to your ads text, such as store address, hours, and other store info.

New Campaign > New Ad Set > New Ad

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media
Add Media
Create Slideshow Create Video

Primary Text
Stop by today for a FREE coffee!
page.location.street_address Aa page.location.city Aa

Headline
Add an attention-grabbing headline

News Feed Link Description
Describe your link and why people should click on it

Destination
☐ Store Locator
☐ Open in map
☒ Website URL
coursenvy.com

Display Link - Optional
Enter the link you want to show on your ad

Call to Action
Get Directions

5 Placements
Facebook Feeds
Courseenvy (Arts District)
Stop by today for a FREE coffee! 1019 E 4th Place Los Angeles

Feeds
modMBA

Stories
Facebook Instagram

Add Page Field
Name
Phone Number
City
Postcode
Region
Street Address
Opening Status
Opening Hours

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Back Publish

